

What is claimed is:

CLAIMS

1. A decorative retail merchandise floor display rack capable of bearing high capacity hanging loads comprising:

a pair of spaced apart substantially parallel vertically extending slab side decorative panels, each of said panels comprising a vertically extending structural steel criss-crossed supporting framework hidden inside a decorative slab covering, said supporting steel framework being capable of supporting vertical and horizontal loading on said display rack and including at least one horizontally extending and one vertically extending mounting socket therein, said decorative slab covering being removably securable to said supporting steel framework;

a horizontally extending tubular steel hanging rod extending between said decorative panels and capable of supporting hanging loads thereon;

a steel rod-like member extending through said horizontally extending tubular steel hanging rod and comprising ends extending through said horizontally extending mounting sockets in said vertically extending supporting framework;

force applying securing members mateably mountable on the ends of said steel like rod members for providing a structural steel supporting framework between said decorative slabs and said hanging rod; and

a horizontally extending steel rod base member spaced below said hanging rod member and extending substantially parallel thereto, said base rod further comprising means for structurally tieing said based rod to said vertically extending supporting framework for providing

an open box-like supporting structure comprising said supporting framework, said hanging rod, said base rod, and said decorative slabs for providing an integrally connected high capacity load bearing decorative retail merchandise floor display rack.

2. A decorative retail merchandise floor display rack in accordance with claim 1 wherein said decorative cover member and said decorative slab are composed of a dissimilar material from said supporting framework and base and hanging rods.

3. A decorative retail merchandise floor display rack in accordance with claim 2 wherein said dissimilar material is wood.

4. A decorative retail merchandise floor display rack in accordance with claim 1 further comprising at least a second horizontally extending structural steel hanging rod spaced apart from said horizontally extending structural steel hanging rod, and a second horizontally extending structural steel base rod spaced apart from said horizontally extending steel base rod, with said second base rod and said second hanging rod being structurally tied to said supporting framework and said decorative slabs for providing said open box like supporting structure for said display rack.

5. A decorative retail merchandise floor display rack in accordance with claim 4 wherein said base rods each comprise vertically extending mounting members adjacent the horizontally extending ends thereof and structurally securable to said supporting framework vertically extending mounting sockets for providing said open box like supporting structure for said display rack.

6. A decorative retail merchandise floor display rack in accordance with claim 1 wherein said base rod comprises vertically extending mounting members adjacent the horizontally extending ends thereof and structurally securable to said supporting framework vertically extending mounting sockets for providing said open box like supporting structure for said display rack.

7. A decorative retail merchandise floor display rack in accordance with claim 6 wherein said base rod vertically extending mounting members are secured in said vertically extending mounting sockets by welds for structurally tieing said base rod to said supporting framework.

8. A decorative retail merchandise floor display rack in accordance with claim 6 wherein said hanging rod is threadably mounted to said supporting framework for structurally tieing said hanging rod to said supporting framework.

9. A decorative retail merchandise floor display rack in accordance with claim 5 wherein each of said base rod vertically extending mounting members are secured in said vertically extending mounting sockets by welds for structurally tieing said base rods to said supporting framework.

10. A decorative retail merchandise floor display rack in accordance with claim 5 wherein each of said hanging rods are threadably mounted to said supporting framework for structurally tieing said hanging rods to said supporting framework.